

R.J. Reynolds

Tobacco Co.

cc: ~~RSM~~
RBM
ROM
Campbell
KAMs
AMs
DMs
McGovern
Manos
Burrows

S.R. MacLeod
Region Operations Manager
150 Lawrence Bell Dr.
Suite 108
Williamsville, NY 14221
(716) 634-9232
(716) 634-3145

February 22, 1996

To: Region Managers (excluding RM's)
B. Burrows
M. McGovern
S. Manos

c/m: 2-22-96

RE: DORAL FF, LTS, FF MENTHOL BOX

Dear Managers:

The attached represents introductory allocation of the above reference brands by Direct Account. All pertinent details concerning this introduction have already been communicated via Email FSC-31-A.

Upon receipt, please begin selling to your respective Direct Accounts. It is imperative that allocated product be ordered and shipped to Direct Accounts on/or before March 29, 1996.

The Region's B1G1F allocation is minimal, therefore you will have no B1G1F allocation. This allocation can not support the Region's Direct Accounts and will be allocated to our two Chain Departments.

As you can see by the attached allocations, all Region's Directs need to be contacted. Your assistance is requested to ensure appropriate personnel with Direct Account responsibility get a copy of FSC-31-A and Direct Accounts allocation.

We are asking each Manager/Rep to order (utilize Promotion #495) all introductory product! Sales and Retail Representatives will receive a copy of available POS support for this introduction in this week's mailing. They should order their needs via Darren DeRose in the usual manner.

Should you have any questions, please contact me.

Sincerely,

Stephen

S.R. MacLeod
#1610

c: R. Farmer, F. Natale, J. Campbell

51859 6855

A25 - WKP619N1

DIRECT ACCOUNT ALLOCATIONS INQUIRY

02/22/96 10:35 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL FF MENTHOL BOX	DORAL FULL FLAVOR BOX
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Div	Account	Name	City	ST	Whse		
1622	0050000	AKEL WHOLESALE GR	JOHNSON CITY	NY	011	1	1
1622	0263000	AUER & COMPANY, I	SYRACUSE	NY	049	6	8
1622	0949310	MID-VALLEY CANDY	PECKVILLE	PA	011	3	2
1622	1628000	NORMAN J. DRESSLE	WILKES-BARRE	PA	011	13	14
1622	1779680	DAYS WHOLESALE	TUPPER LAKE	NY	007	15	25
1622	2363700	GRAYS WHOLESALE,	CLAYTON	NY	049	2	6
1622	2785800	HERKIMER WHOL. CO	UTICA	NY	049	9	15
1622	3324000	KEYCO DISTRIBUTOR	WILKES BARRE	PA	011	1	1
1622	3325200	KEYSTONE TOBACCO	BINGHAMTON	NY	011	1	1
1622	3328800	KEY STORES CO., I	WILKES-BARRE	PA	011	1	1
1622	3361000	KINNEY DRUGS, INC	GOUVERNEUR	NY	049	3	5
1622	3471600	GORDON T. KUNTZ &	SLATINGTON	PA	011	1	1

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51859 6856

A25 - WKP619N1

DIRECT ALLOC. INQUIRY BY PROMOTION

02/22/96 10:35 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL

LIGHT

BOX

Div	Account	Name	
1622	0050000	AKEL WHOLESALE GR	1
1622	0263000	AUER & COMPANY, I	6
1622	0949310	MID-VALLEY CANDY	3
1622	1628000	NORMAN J. DRESSLE	19
1622	1779680	DAYS WHOLESALE	28
1622	2363700	GRAYS WHOLESALE,	5
1622	2785800	HERKIMER WHOL. CO	15
1622	3324000	KEYCO DISTRIBUTOR	1
1622	3325200	KEYSTONE TOBACCO	1
1622	3328800	KEY STORES CO., I	1
1622	3361000	KINNEY DRUGS, INC	5
1622	3471600	GORDON T. KUNTZ &	1

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Quit Retrn WHSE DIV TOTAL BKWRD FWRD LEFT RIGHT Main

51859 6857

A25 - WKP619N1

DIRECT ACCOUNT ALLOCATIONS INQUIRY

02/22/96 10:36 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL FF MENTHOL BOX	DORAL FULL FLAVOR BOX
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Div	Account	Name	City	ST	Whse		
1622	3758780	MCLANE NORTHEAST	BALDWINSVILL	NY	049	34	50
1622	4470000	MUTUAL WHOLESale	BINGHAMTON	NY	011	1	2
1622	4686000	NORMANS WHOL. GRO	BLOOMINGDALE	NY	007	1	1
1622	4688000	NORTH COUNTRY CAN	MALONE	NY	049	2	5
1622	4693400	NORBETH CORPORATI	WILKES BARRE	PA	011	1	1
1622	4820000	P & C FOOD MARKET	SYRACUSE	NY	049	11	15
1622	4927730	FAY'S DRUG COMPAN	LIVERPOOL	NY	049	11	13
1622	5332880	JONES MCINTOSH TO	SYRACUSE	NY	049	5	6
1622	5436300	RITE-AID ROME DIS	ROME	NY	049	4	5
1622	5703000	SCHEIDELMAN, INC.	UTICA	NY	049	3	4
1622	6305700	PHILIP H. TARBELL	HOGANSBURG	NY	049	1	1
1622	6799950	SONBYRNE SALES, I	SYRACUSE	NY	049	1	1

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51859 6858

A25 - WKP619N1

DIRECT ALLOC. INQUIRY BY PROMOTION

02/22/96 10:36 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL

LIGHT

BOX

Div	Account	Name	
1622	3758780	MCLANE NORTHEAST	56
1622	4470000	MUTUAL WHOLESALE	2
1622	4686000	NORMANS WHOL. GRO	1
1622	4688000	NORTH COUNTRY CAN	4
1622	4693400	NORBETH CORPORATI	1
1622	4820000	P & C FOOD MARKET	14
1622	4927730	FAY'S DRUG COMPAN	15
1622	5332880	JONES MCINTOSH TO	6
1622	5436300	RITE-AID ROME DIS	6
1622	5703000	SCHEIDELMAN, INC.	4
1622	6305700	PHILIP H. TARBELL	1
1622	6799950	SONBYRNE SALES, I	1

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A25 - WKP619N1

DIRECT ACCOUNT ALLOCATIONS INQUIRY

02/22/96 10:36 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL FF MENTHOL BOX	DORAL FULL FLAVOR BOX
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Div	Account	Name	City	ST	Whse		
1622	6881250	ONEIDA WHOLESALE	ONEIDA	NY	049	1	1
1623	1606000	DONOHUE CANDY & T	SARATOGA SPR	NY	007	1	2
1623	1940400	FINKLE DISTRIBUTO	MAYFIELD	NY	007	9	11
1623	2032900	HARRY FOURTUNIS,	NEWBURGH	NY	051	1	1
1623	2308000	THE GOLUB CORPORA	GUILDERLAND	NY	007	1	2
1623	2785900	HERKIMER WHOL. CO	SCHENECTADY	NY	007	2	3
1623	3152880	DOWLINGS, INC.	MILTON	VT	007	2	4
1623	3357100	KINGSTON CANDY &	KINGSTON	NY	007	1	1
1623	3561500	LAVIN CANDY CO.,	PLATTSBURGH	NY	007	6	8
1623	4258000	MILLER AUTOMATIC	MONTICELLO	NY	051	1	1
1623	4315200	MOHAWK CANDY & TO	AMSTERDAM	NY	007	1	1
1623	4416430	STEWART'S MARKETI	SARATOGA SPR	NY	007	5	6

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51859 6860

A25 - WKP619N1

DIRECT ALLOC. INQUIRY BY PROMOTION

02/22/96 10:37 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL

LIGHT

BOX

Div	Account	Name	
1622	6881250	ONEIDA WHOLESALE	1
1623	1606000	DONOHUE CANDY & T	2
1623	1940400	FINKLE DISTRIBUTO	12
1623	2032900	HARRY FORTUNIS,	1
1623	2308000	THE GOLUB CORPORA	2
1623	2785900	HERKIMER WHOL. CO	3
1623	3152880	DOWLINGS, INC.	3
1623	3357100	KINGSTON CANDY &	1
1623	3561500	LAVIN CANDY CO.,	8
1623	4258000	MILLER AUTOMATIC	1
1623	4315200	MOHAWK CANDY & TO	1
1623	4416430	STEWART'S MARKETI	8

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51859 6861

A25 - WKP619N1

DIRECT ACCOUNT ALLOCATIONS INQUIRY

02/22/96 10:37 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL FF MENTHOL BOX	DORAL FULL FLAVOR BOX
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Div	Account	Name	City	ST	Whse		
1623	4426800	MOUNTAIN CANDY &	SOUTH FALLSB	NY	051	2	2
1623	5941180	COSTCO WHOLESAL	COLCHESTER	VT	007	1	1
1623	6118000	STANDARD-ROSENBAU	LATHAM	NY	007	3	5
1623	6198220	WUSTEFELD CANDY C	GREEN ISLAND	NY	007	1	1
1623	6475100	TRADING PORT, INC	ALBANY	NY	007	4	3
1623	6855600	WELLS TOBACCO, CA	PORT JERVIS	NY	051	1	1
1623	7111500	MARCUS WITTNER, I	NEWBURGH	NY	051	1	2
1623	9671960	THE GRAND UNION C	MONTGOMERY	NY	051	1	2
1626	0000700	A-ONE AMUSEMENT C	ROCHESTER	NY	049	1	1
1626	0260400	MILHEM ATTEA & BR	BUFFALO	NY	048	31	49
1626	0448800	A. D. BEDELL CO.	SALAMANCA	NY	048	20	27
1626	0774000	W. E. BROWN & CO.	CORNING	NY	049	1	1

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Quit Retrtn WHSE DIV TOTAL BKWRD FWRD LEFT RIGHT Main

51859 6862

A25 - WKP619N1

DIRECT ALLOC. INQUIRY BY PROMOTION

02/22/96 10:37 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL

LIGHT

BOX

Div	Account	Name	
1623	4426800	MOUNTAIN CANDY &	3
1623	5941180	COSTCO WHOLESALERS	1
1623	6118000	STANDARD-ROSENBAU	6
1623	6198220	WUSTEFELD CANDY C	1
1623	6475100	TRADING PORT, INC	1
1623	6855600	WELLS TOBACCO, CA	1
1623	7111500	MARCUS WITTNER, I	2
1623	9671960	THE GRAND UNION C	2
1626	0000700	A-ONE AMUSEMENT C	1
1626	0260400	MILHEM ATTEA & BR	54
1626	0448800	A. D. BEDELL CO.	25
1626	0774000	W. E. BROWN & CO.	1

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51859 6863

A25 - WKP619N1

DIRECT ACCOUNT ALLOCATIONS INQUIRY

02/22/96 10:38 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL FF MENTHOL BOX	DORAL FULL FLAVOR BOX
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Div	Account	Name	City	ST	Whse		
1626	0811200	BUFFALO TOBACCO P	BUFFALO	NY	048	1	1
1626	0859400	BUTTON BROTHERS,	ROCHESTER	NY	049	1	1
1626	0880800	J. A. CALDERON CO	ROCHESTER	NY	049	1	1
1626	1249200	FRANK COLUCCI, IN	NIAGARA FALL	NY	048	1	1
1626	1298500	COOK WHOL. OF MED	MEDINA	NY	048	1	1
1626	1541800	DERIGO SALES, INC	BUFFALO	NY	048	1	1
1626	1800000	ELMIRA TOBACCO CO	ELMIRA HEIGH	NY	011	1	1
1626	1863500	F & T DISTRIBUTIN	ITHACA	NY	049	1	1
1626	3178800	R.L.JONES & SONS,	BATH	NY	049	1	2
1626	3314400	JACOB KERN & SONS	LOCKPORT	NY	048	1	1
1626	3366600	E. P. KIRST & SON	HAMBURG	NY	048	1	2
1626	4520910	SCRIVNER OF NEW Y	CHEEKTOWAGA	NY	048	2	3

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---
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51859 6864

A25 - WKP619N1

DIRECT ALLOC. INQUIRY BY PROMOTION

02/22/96 10:38 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL

LIGHT

BOX

Div	Account	Name	
1626	0811200	BUFFALO TOBACCO P	1
1626	0859400	BUTTON BROTHERS,	1
1626	0880800	J. A. CALDERON CO	1
1626	1249200	FRANK COLUCCI, IN	1
1626	1298500	COOK WHOL. OF MED	1
1626	1541800	DERIGO SALES, INC	1
1626	1800000	ELMIRA TOBACCO CO	1
1626	1863500	F & T DISTRIBUTIN	1
1626	3178800	R.L.JONES & SONS,	1
1626	3314400	JACOB KERN & SONS	1
1626	3366600	E. P. KIRST & SON	2
1626	4520910	SCRIVNER OF NEW Y	3

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Quit Retrn WHSE DIV TOTAL BKWRD FWRD LEFT RIGHT Main

51859 6865

A25 - WKP619N1

DIRECT ACCOUNT ALLOCATIONS INQUIRY

02/22/96 10:38 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL FF MENTHOL BOX	DORAL FULL FLAVOR BOX
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Div	Account	Name	City	ST	Whse		
1626	4765200	OLEAN WHOLESALE G	OLEAN	NY	048	2	3
1626	5291500	EAST PITTSTON COR	AUBURN	NY	049	1	2
1626	5314670	EMPIRE SMOKES INC	CHEEKTOWAGA	NY	048	1	1
1626	5521200	I. ROTHSCHILD, IN	BUFFALO	NY	048	1	1
1626	5864400	SHOSHO BROTHERS,	BUFFALO	NY	048	1	1
1626	6173200	MARK STEVEN SERVI	NEWARK	NY	049	1	1
1626	6499200	TRIPIFOODS, INC.	BUFFALO	NY	048	12	17
1626	6553640	BRU-CEL'S DISTRIB	WESTFIELD	PA	065	1	1
1626	6554400	TZETZO BROTHERS,	BUFFALO	NY	048	1	2
1626	6834000	WEGMANS FOOD MKT.	ROCHESTER	NY	049	2	2
1626	7018200	WILLIAMSPORT CAND	WILLIAMSPORT	PA	065	1	1
1626	7215300	ZAPPPIA VENDING SE	NEWARK	NY	049	1	1

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---
Quit Retrn WHSE DIV TOTAL BKWRD FWRD LEFT RIGHT Main

51859 6866

A25 - WKP619N1

DIRECT ALLOC. INQUIRY BY PROMOTION

02/22/96 10:39 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL

LIGHT

BOX

Div	Account	Name	
1626	4765200	OLEAN WHOLESALE G	3
1626	5291500	EAST PITTSTON COR	1
1626	5314670	EMPIRE SMOKES INC	1
1626	5521200	I. ROTHSCHILD, IN	1
1626	5864400	SHOSHO BROTHERS,	1
1626	6173200	MARK STEVEN SERVI	1
1626	6499200	TRIPIFOODS, INC.	20
1626	6553640	BRU-CEL'S DISTRIB	1
1626	6554400	TZETZO BROTHERS,	2
1626	6834000	WEGMANS FOOD MKT.	3
1626	7018200	WILLIAMSPORT CAND	1
1626	7215300	ZAPPPIA VENDING SE	1

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Quit Retrtn WHSE DIV TOTAL BKWRD FWRD LEFT RIGHT Main

51859 6867

A25 - WKP619N1

DIRECT ACCOUNT ALLOCATIONS INQUIRY

02/22/96 10:39 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL FF MENTHOL BOX	DORAL FULL FLAVOR BOX
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Div	Account	Name	City	ST	Whse		
1626	8421660	TOPS MARKETS, INC	BUFFALO	NY	048	4	4
1636	1666800	E&J DISTRIBUTORS,	NORTHAMPTON	MA	007	1	3
1636	3548920	COSTCO WHOLESALE	WEST SPRINGF	MA	007	1	1
1636	4262680	COSTCO WHOLESALE	BROOKFIELD	CT	033	1	1
1636	4816100	COSTCO WHOLESALE	SPRING VALLE	NY	051	1	1
1636	4958920	CONSUMER PRODUCTS	CHICOPEE	MA	007	19	26
1636	5099770	HARRY FOURTUNIS,	PEEKSKILL	NY	051	1	1
1636	6095400	SUPERVALU INC	SUFFIELD	CT	033	1	2
1638	0238800	ASSOCIATED GROCER	MANCHESTER	NH	033	1	7
1638	0868700	C&S WHOLESALE GRO	BRATTLEBORO	VT	007	1	6
1638	0918000	CAPITAL CANDY CO.	BARRE	VT	007	5	6
1638	2046000	SAM FRANK, INC.	RUTLAND	VT	007	5	6

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51859 6868

A25 - WKP619N1

DIRECT ALLOC. INQUIRY BY PROMOTION

02/22/96 10:39 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL

LIGHT

BOX

Div	Account	Name	
1626	8421660	TOPS MARKETS, INC	5
1636	1666800	E&J DISTRIBUTORS,	4
1636	3548920	COSTCO WHOLESALE	1
1636	4262680	COSTCO WHOLESALE	1
1636	4816100	COSTCO WHOLESALE	1
1636	4958920	CONSUMER PRODUCTS	26
1636	5099770	HARRY FORTUNIS,	2
1636	6095400	SUPERVALU INC	2
1638	0238800	ASSOCIATED GROCER	6
1638	0868700	C&S WHOLESALE GRO	8
1638	0918000	CAPITAL CANDY CO.	5
1638	2046000	SAM FRANK, INC.	6

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Quit Retrn WHSE DIV TOTAL BKWRD FWRD LEFT RIGHT Main

51859 6869

A25 - WKP619N1

DIRECT ACCOUNT ALLOCATIONS INQUIRY

02/22/96 10:49 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL FF MENTHOL BOX	DORAL FULL FLAVOR BOX
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Div	Account	Name	City	ST	Whse		
1638	2110500	J. GALANES & SONS	BRATTLEBORO	VT	007	2	2
1638	2515200	N. G. GURNSEY CO.	KEENE	NH	033	2	2
1638	2812000	HIBBERT & MCGEE,	EAST BARRE	VT	007	3	3
1638	3966400	MANCHESTER TOBACC	MANCHESTER	NH	033	1	3
1638	4627200	NEW HAMPSHIRE TOB	NASHUA	NH	033	3	2
1638	4643930	COSTCO WHOLESALE	NASHUA	NH	033	3	1
1638	6482400	T B I CORPORATION	MANCHESTER	NH	033	5	5
1638	6929800	SUPERVALU OPERATI	KEENE	NH	033	1	1

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Quit Retrn WHSE DIV TOTAL BKWRD FWRD LEFT RIGHT Main

51859 6870

A25 - WKP619N1

DIRECT ALLOC. INQUIRY BY PROMOTION

02/22/96 10:50 AM

NEXT FUNCTION:

Sales Level: 16XX Prom: 495 DORAL BOX INTRO

Period: 603-00

DORAL

LIGHT

BOX

Div	Account	Name	
1638	2110500	J. GALANES & SONS	2
1638	2515200	N. G. GURNSEY CO.	2
1638	2812000	HIBBERT & MCGEE,	3
1638	3966400	MANCHESTER TOBACC	3
1638	4627200	NEW HAMPSHIRE TOB	3
1638	4643930	COSTCO WHOLESALE	2
1638	6482400	T B I CORPORATION	5
1638	6929800	SUPERVALU OPERATI	1

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